

***Key Informant Perceptions of  
Factors Which Prevent or  
Facilitate Children's Fruit and  
Vegetable Intake in Regional and  
Remote WA***

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# My Research Story....



# PhD Study Map

## Study Objectives (summary)

### **Food security**

- R&R WA prevalence (children)
- Extension of selected conceptual framework to R&R WA

Link between food insecurity and F/V consumption

### **Fruit and vegetable consumption**

- Quantity, variety, type Fruit/Veg consumed
- Assess adherence to Australian Dietary Guidelines
- **Barriers to and enablers of Fruit/Veg consumption**

## Methodology

*Caregiver pictorial survey*

Parent-child dyad

*Student pictorial survey*

*24-hour food diary*

***Semi-structured interviews with 'key informants'***

## Research Impact

- Recommendations document
  - policy level
  - practice level
- Local Advisory Groups
- Journal articles
- **Conference presentations**

# Methodology – this component

Individual Semi-Structured Interviews (30-60 minutes)

Group Interview



Food security determinants

Amounts of fruit and veg children are consuming

Children's perception of health outcomes associated with low fruit and veg consumption

**Barriers to children's fruit and veg consumption**

**Enablers of children's fruit and veg consumption**

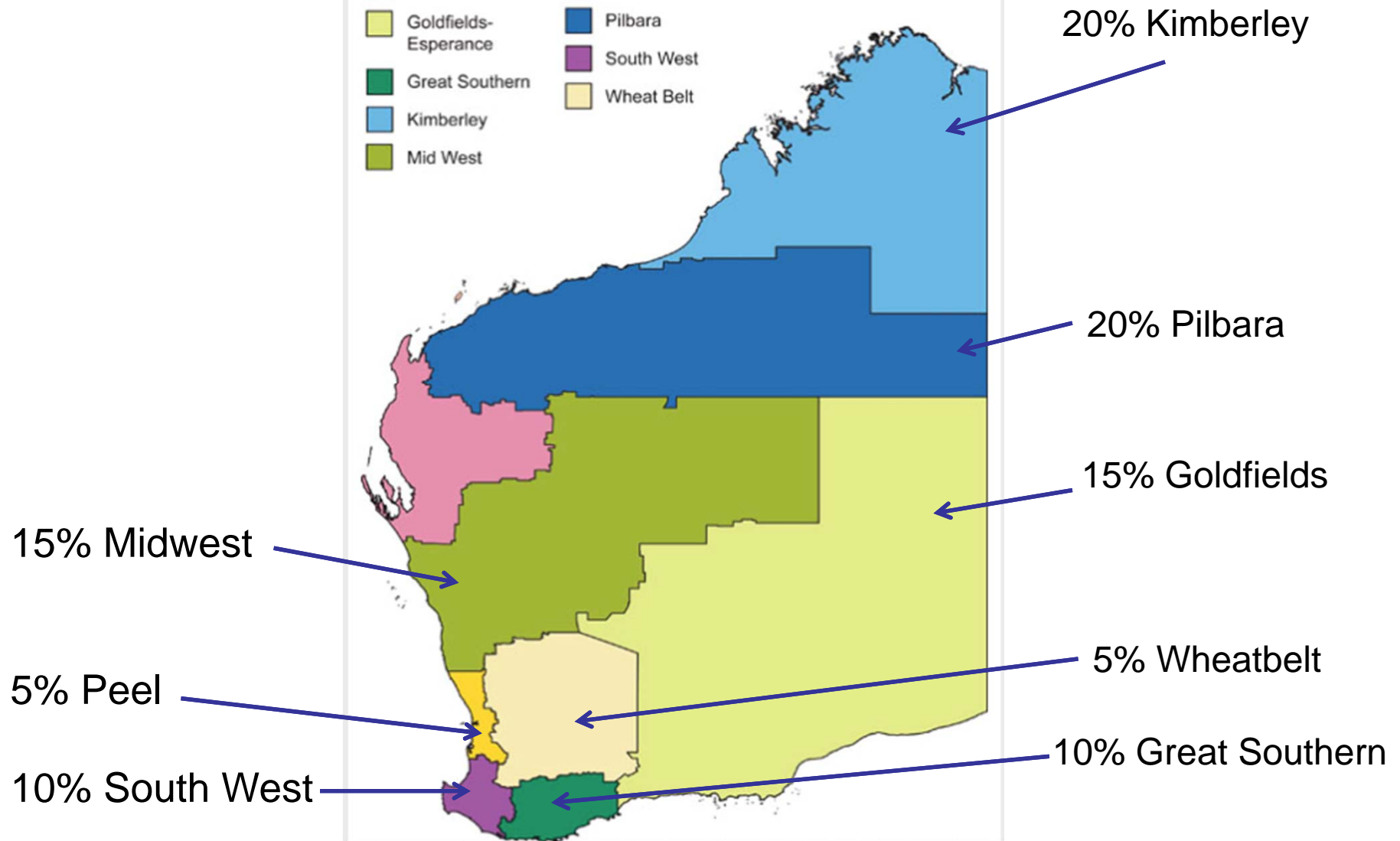
Strategies to increase fruit and veg consumption among children

Motivators for children to eat fruit and veg

# Demographics – Key Informants

## LEGEND

 Gascoyne	 Perth - Peel
 Goldfields- Esperance	 Pilbara
 Great Southern	 South West
 Kimberley	 Wheat Belt
 Mid West	



# Barriers to Fruit and Veg: All Worker Types

1. Lack of Knowledge and skills
2. Inaccessible and unavailable in shop
3. Poor quality
4. Prohibitive price
5. Lack of service provision
6. Storage issues
7. Inconvenient
8. Other food preferences
9. Addiction and personal issues (parents)
10. Social culture, norms and social support



# Barriers: Parent view

- Pressure on women
- Strong emphasis on responsibility to share among family
- Impact of cost of fruit/veg
- Emerging issue – power cards



# *Knowledge Quotation*

*“Knowing that you could actually make a healthy stew and feed baby off that. That would be better for the baby than the pie... Just boil some veggies you know, pumpkin, carrot and mush it up”*

*(Non-Government Youth and Family Worker).*

# Quality Quotation

Described as *‘not in good nick’, ‘nasty’, ‘limp’*  
and *‘not going to snap if you bend them in  
half!’*

*“Our food is terrible... sometimes you hear  
stories from that store of potatoes being  
green, things been sitting in the fridge for  
weeks and weeks and they still sell it”*

*(Government health worker)*

# *Drug and alcohol addictions*

*“Drugs impact on the food they buy. I’ve seen kids go without... They just don’t care if the kids are hungry, as long as they get their cigarettes”.*

*(Store Owner)*

# Enablers: All Worker Types

1. School provision
2. Community and Home Accessibility
3. School education
4. Enjoyed taste
5. Benefits of Service provider education
6. Community and In-store Promotion
7. Special projects
8. Nutrition knowledge
9. Health as a Motivator
10. Hunger as a Motivator



# Enablers: Store Owner View

- Re-stocks fruit/veg twice per week to maintain availability and quality
- Donates fresh fruit/veg platters for community sporting events
- Belief that schools need to be more responsible for nutrition education
- Some customers 'use shop as their fridge'

# Special Projects Quotation

*“I also think people having access to the local radio which is constantly playing health messages on stations that people like to listen to is really beneficial.*

*[Local] people who are well known and respected are on the radio and reading out health messages. When I’m in the car with the women and kids they ask if I can turn up the radio ... they are reading out these fantastic health messages. I think significant people through media providing people with health messages is significant in terms of how it can change people's behaviour.”*

*(Government health worker)*

# Enablers by Remoteness

REMOTENESS AREA INDICATOR (ABS)	TOP ENABLER DISCUSSED
MAJOR CITIES	Enjoyed taste of fruit and veg
INNER REGIONAL	Community/home access and availability
OUTER REGIONAL	<ul style="list-style-type: none"><li>• School provision</li><li>• Community/home access and availability</li><li>• Community and in-store promotion</li><li>• School education</li></ul>
REMOTE	Benefits of service provider education
VERY REMOTE	School provision



# Summary

## **Barriers to Fruit/Veg intake:**

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# Recommendations

## *Make healthy food the easy choice*

### Policy:

- Increase access/availability, quality of fruit/veg
- Decrease cost of fruit/veg

### Community:

- Strategies targeting multiple enablers
- School provision and education
- Involve appropriate local people

# Thank you!



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